

Enabling Near Term Opportunities: The Vision for the Edinger Corridor

City Council Study Session

January 7th, 2008



Study Session Purpose

1. To present recommendations for the revitalization of the Edinger Ave Corridor.
2. To report on focus group and community workshop participant input on these issues.
3. To receive comment and informal direction in response to the recommendations presented.

Orientation

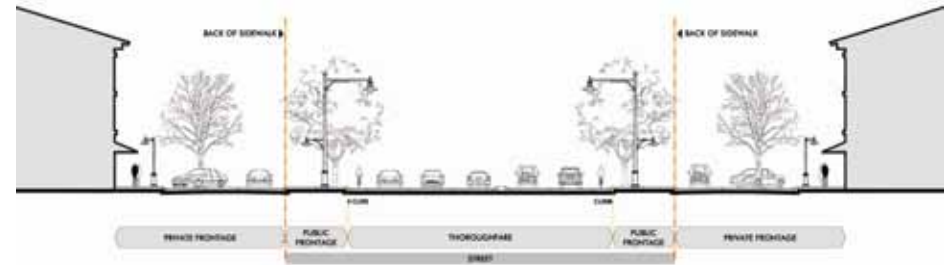
Corridor Specific Plan Team

- City Staff Core Team
- Everything
- Freedman Tung & Bottomley
- Corridor Revitalization Land Use, Urban Design & Development Regulations
- Tierra West Advisors in partnership with Linda S. Congleton & Associates
- Market and Fiscal Analyses
- Austin-Foust Associates
- Circulation & Access

Beach/Edinger Corridors Specific Plan Study Area



Definition of Terms: "The Corridor"



The Corridor is Generally Defined by the
Residential Transition Line



Buildings



A Specific Plan is the
community's most powerful tool
to guide change
to "make a better city"

The Specific Plan

1. Community Intent

*The Envisioned Future Corridor
Corridor Revitalization Strategy*

2. Development Regulations

3. Planned City Actions

PLAN FRAMEWORK: KEY COMMUNITY MEETINGS – TO DATE

- Focus Groups
- Community Workshop 1: Existing Conditions and Community Aspirations
- Community Workshop 2: Revitalization Concepts - Broad Brush Alternatives and Trade-Offs
- Community Workshop 3: Traffic
- Community Workshop 4: Making The Most of Near Term Opportunities: The Vision for Edinger
- City Council/Planning Commission Study Session: Making the Most of Near Term Opportunities: The Vision for the Edinger Avenue Corridor

PLAN FRAMEWORK: KEY COMMUNITY MEETINGS - NEXT

- City Council/Planning Commission Study Session (optional): Land Use & Development Policy Approach to Implementing the Vision for Edinger.
- Community Workshop 5: Design Character & Identity for the Beach/Edinger Corridors.
- Community Workshop 6: Envisioned Future /Revitalization Strategy for Beach Boulevard.
- City Council/Planning Commission Study Session: Recommended Plan Framework.
- Planning Commission Hearing(s) – Specific Plan Review.
- City Council Hearing(s) – Specific Plan Review and Adoption.

Community Aspirations & Project Intent

Focus Groups

Chamber of Commerce

- **Huntington Beach residents and visitors would like better local shopping opportunities**, especially apparel and quality grocery. Potential for major retailers limited because of proximity of Costa Mesa and Westminster malls
- Need for driveway consolidation on Beach
- **Beach Boulevard needs aesthetic upgrade** – not a proper entry to the City
- Many successful and stable businesses along both corridors

Property Owners, Developers

- HB not a desirable office address. Residential “missing” in Edinger corridor. Interest in creating a mixed use place, with some single use projects.
- Beach is not a positive entry: need a “Wow” factor, and “eye appeal” now it looks like “junky flea market” Upgrades need to be aesthetic and economic
- Property owners want intensification of entitlements and streamlining of process. Change will take a long time, they want flexibility in terms of use. Stand alone residential is probably what would develop most quickly

Property Owners, Developers

- **Concern that traffic issue will “shut it down,” i.e. limit increases in intensity. “Have to make traffic flow.” Interest in transit potential within and to City**
- North HB businesses losing customers because of mall – especially delis, etc.
- On Beach, there is “huge demand” for office, especially medical. Small parcels big development challenge
- Parking “drives everything” Many over-parked properties, “sea of unused parking”
- **Some properties ready for submittal now – Red Oak, DJM**

CalTrans

- Caltrans owns Beach Boulevard
- **Changes in the Edinger corridor have major impact on Caltrans facilities (405 and interchanges)**
- All changes to Beach will require Caltrans’ full agreement and participation
- **Caltrans will comment on changes in Edinger;** City will be required to analyze traffic in conformance w/Caltrans procedures

Community Aspirations & Project Intent

Community Workshops

Community Workshop 1 - Comments

- Beach Boulevard is our gateway to the City and to the Pacific Ocean.
 - Accessibility transportation
 - Pleasant drive
 - Surf city identity
- Nothing unique about Beach Blvd.
- Keep “flavor” of Beach Blvd.
- Terrible eyesore
- Limited depth on Beach Blvd. parcels
- There has been a history of citizen meetings regarding Beach Blvd.

Community Workshop 1 - Comments

- Beach is not a good “walkable” street
- Beach Blvd – sea of concrete
- Setbacks and other devices to deal with wide highway
- More landscape setbacks on Beach Blvd.
- Need innovation to keep flow of traffic

Community Workshop 1 - Comments

- New Horizontal mixed-use development would be a good idea
- Convert commercial property to residential property
- Boeing will need housing in corridor
 - Healthy, affordable mix of housing
- Need for increased residential density
 - Modes of increased density
- Affordability attracts a young and vibrant population
- Mixed-use reduces traffic
- Plaza Almeria is a good example of vertical mixed-use
- Need a variety of housing options

What Aspects of the Corridors Have We been Studying?



Aerial of Beach Blvd. – 1959



Five Points Shopping Center

Context:

Retail
Centers
Citywide



Context:

Citywide
Pattern of
Development



Segment Character: **Commercial Strip**



Edinger Ave. – Existing Conditions





Retail Centers

City of Huntington Beach - Beach Boulevard & Edinger Avenue Rehabilitation Strategy and Specific Plan



Auto Dealers

City of Huntington Beach - Beach Boulevard & Edinger Avenue Rehabilitation Strategy and Specific Plan



Offices and Medical Services

City of Huntington Beach - Beach Boulevard & Edinger Avenue Rehabilitation Strategy and Specific Plan



Pattern of Ownership

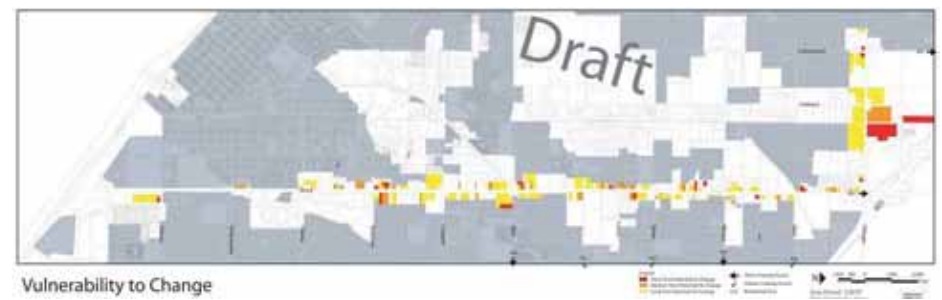
City of Huntington Beach - Beach Boulevard & Edinger Avenue Rehabilitation Strategy and Specific Plan



Open Space

City of Huntington Beach - Beach Boulevard & Edinger Avenue Rehabilitation Strategy and Specific Plan





"Vulnerable to Change"



"Vulnerable to Change"



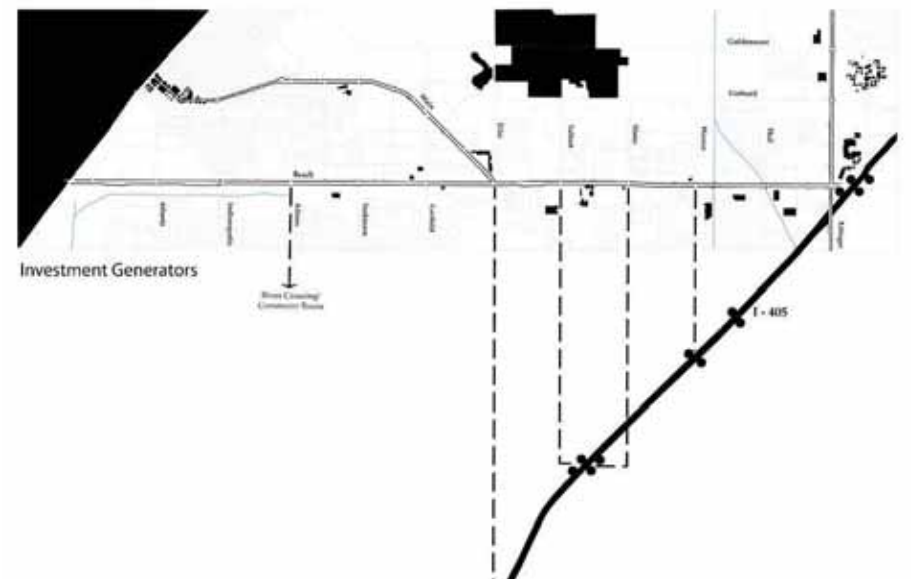


Why Are We Looking at Edinger First?

Uneven
Distribution of
Real Estate
Value



Investigation of Beach/Edinger Opportunities



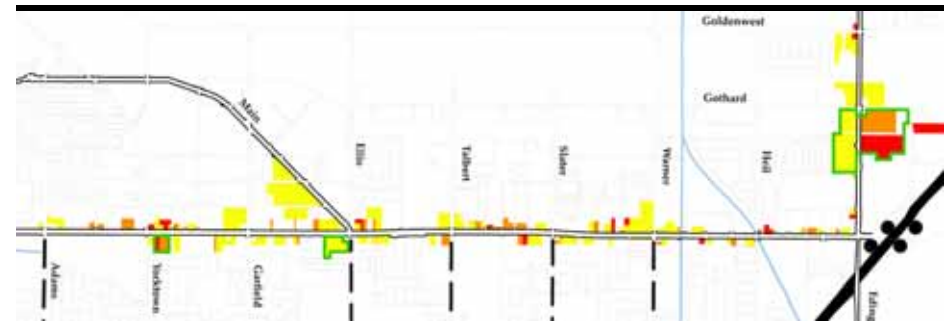
Investigation of Beach/Edinger Opportunities



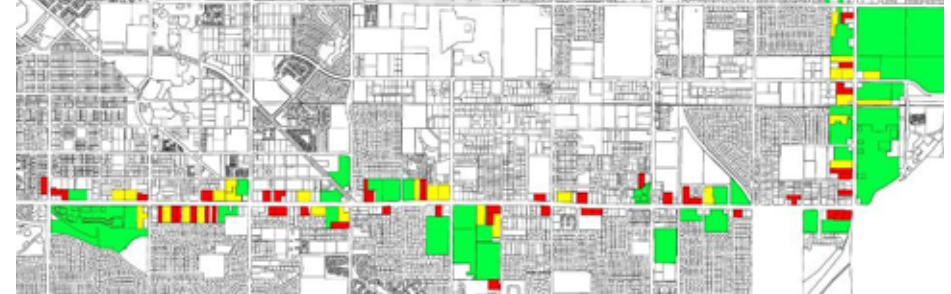
Opportunity Sites

Legend

- Short Term Potential for Change
- Medium Term Potential for Change
- Long Term Potential for Change
- Opportunity Sites Identified by Economist



Opportunity Sites



1,2 and 3 Acre Sites



Opportunity Sites and Investment Generators

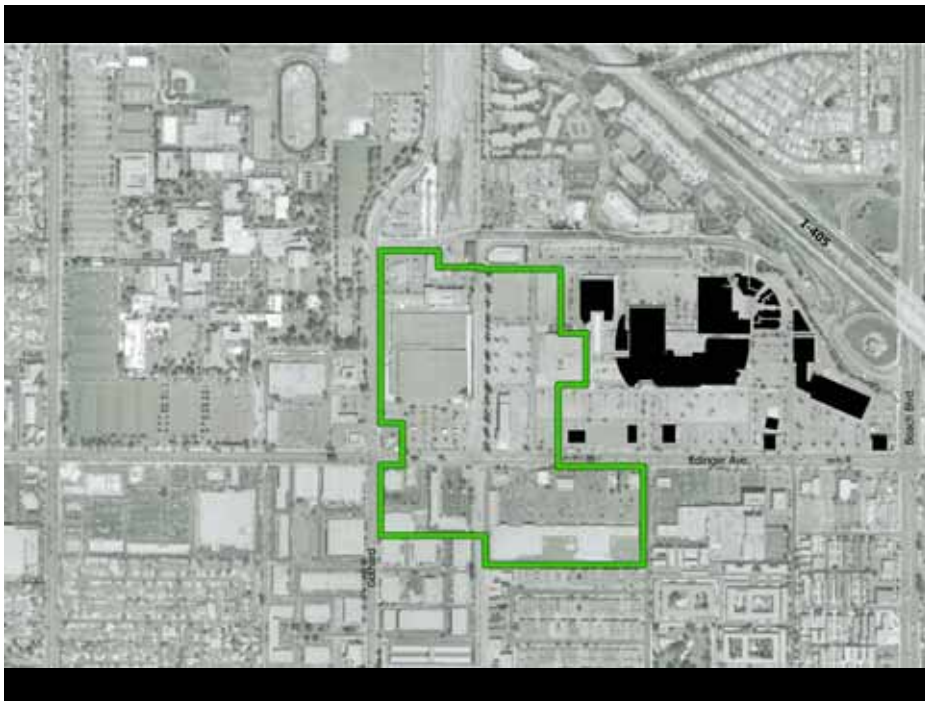
Legend

- Short Term Potential for Change
- Medium Term Potential for Change
- Long Term Potential for Change
- Opportunity Sites Identified by Economist

Best Current Opportunities:
Large Assembled properties at
Edinger/405 Interchange Zone

Longer Term Opportunities:
Distributed Throughout Beach
Blvd. north of Yorktown.

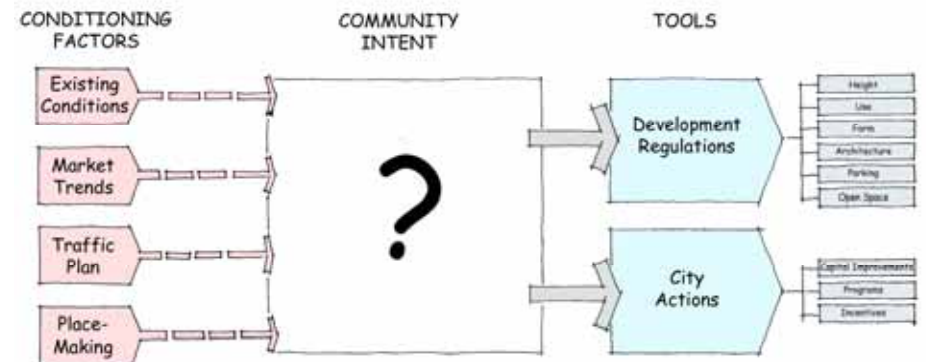




Why are We Looking at Edinger First?

1. Most if not all assembled opportunity sites **ready for new investment to start revitalization** are clustered along Edinger.
2. Owners of large assembled properties along Edinger **have the financing and motivation to proceed rapidly** with new investment.
3. Waiting for the entire Beach Edinger planning to be completed **may jeopardize capturing available near-term investment opportunities**.

How Do We Decide What Would be Best for the Edinger Corridor?



Existing Conditions

along Edinger

The Existing Pattern of Development in the Edinger Corridor & Environs

The map illustrates the Edinger Corridor and its surroundings. Key features include:

- College:** A large blue rectangular area on the left.
- Old World Village:** A red rectangular area in the upper center.
- Hotel & Office:** A purple triangular area to the right of Old World Village.
- Mall:** A red area with several red starburst symbols, located south of the Hotel & Office.
- Strip Development:** A horizontal line of small red rectangular buildings across the center.
- Residential Neighborhood:** Two yellow areas at the bottom, one on the left and one on the right.
- Infrastructure:** I-405 runs diagonally from the top right to the bottom right. A vertical line labeled "Railroad Tracks" runs through the center. Other roads include "Edgewood", "Beach Blvd", and "College Blvd".

Isolated, low intensity, single use development in an auto-dominated environment

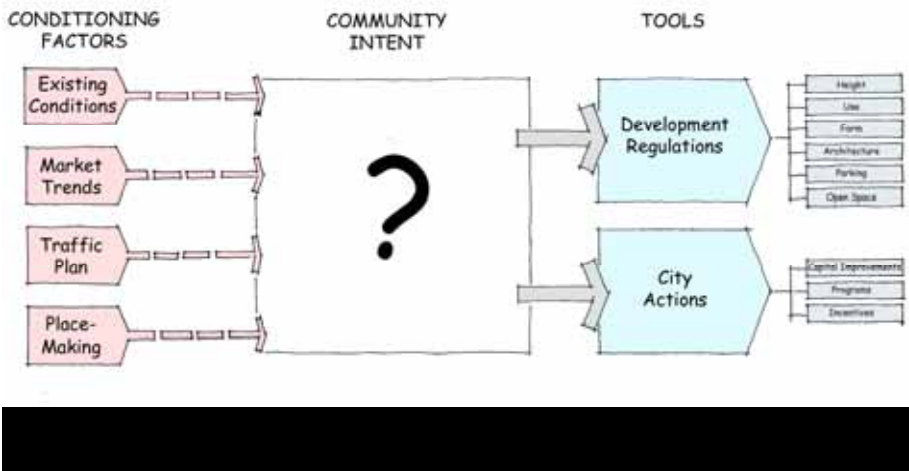
Existing Zoning

Permitted Uses:
Retail
Office
Public/Semi-Public

Building Height:
Bella Terra - 75 ft.;
4 Floors
Edinger – 40 ft.

Minimum Setback:
50 ft. or
25ft if all landscaping

Minimum Setback:
50 ft. or
25ft if all landscaping



Market Trends

1.0 Economics and Market
Assessment: Beach and Edinger
Corridors

INSERT MARKET
ASSESSMENT
PRESENTATION BY
TIERRA WEST
HERE

Market Trends

2.0 Forces of Change effecting
Shopping Malls and Environs

The shopping industry is
evolving dramatically.

1970s – 90s: Malls Dominated the Industry



Shopping Mall Customer: Woman, Age 25 - 45

- Social life revolves around the Mall
- 3 – 5 visits/month
- 2 – 5 hour visit with girlfriends
- Visits every shoe store
- Walks THRU the mall
- Highest sales at main crossroads court
- Not Brand Loyal
- Today: She Does Not Exist

Today's Shopper

- Children
- Career
- Night School
- She doesn't cross-shop
- In and Out of Department Store without walking thru the Mall
- Brand Loyal e.g. Anne Klein

. . . As A Result . . .

- 80s, 90s: 20 Malls / year
- Today, less than 1 Mall/ year
- Existing Malls Vulnerable: 20% "greyfields" i.e. redevelopment candidates.



Reasons for Mall's Decline

- Shift in Customer Preference to retail formats that
 - Accommodate the much busier lifestyles of particularly female shoppers who no longer spend as much time in the mall – “lifestyle centers” found to deliver more \$/s.f./min. than regional malls.
 - Accommodate the baby boomer generation's current preference for city life



Los Angeles Times

June 3, 2004

CALIFORNIA

More Shopping Malls Going Alfresco

■ Developers hope to duplicate downtown experience in suburbs with open-air 'alls'

By Julie Tamaki, Times Staff Writer

Malls, the bastions of merchandising that for decades relied on fashion and food courts to entice shoppers, are losing their luster — and not just in sunny Southern California.

Drive by some of the nation's newest retail attractions and it's clear that the conventional mall is declining in status.

Developers are tearing down or reconfiguring covered malls from Raleigh, N.C., to Columbus, Ohio, making room for outdoor centers that mix traditional retailers with big-box stores, high-density housing, stadium-style theaters, grocery stores and restaurants.

Malls have made the transition to "alls," open-air centers in Pasadena, Sherman Oaks and Long Beach. The trend continues in Torrance, Whittier and Huntington Beach, where developers hope to mimic the downtown experience that is missing from many suburban communities.

"Many people live in communities where there's not a main street where they can walk, window shop and meet people," said Ellen Greenberg, director of research at the Congress for the New Urbanism, a



Shift in Customer/Investor Preference to Urban Formats

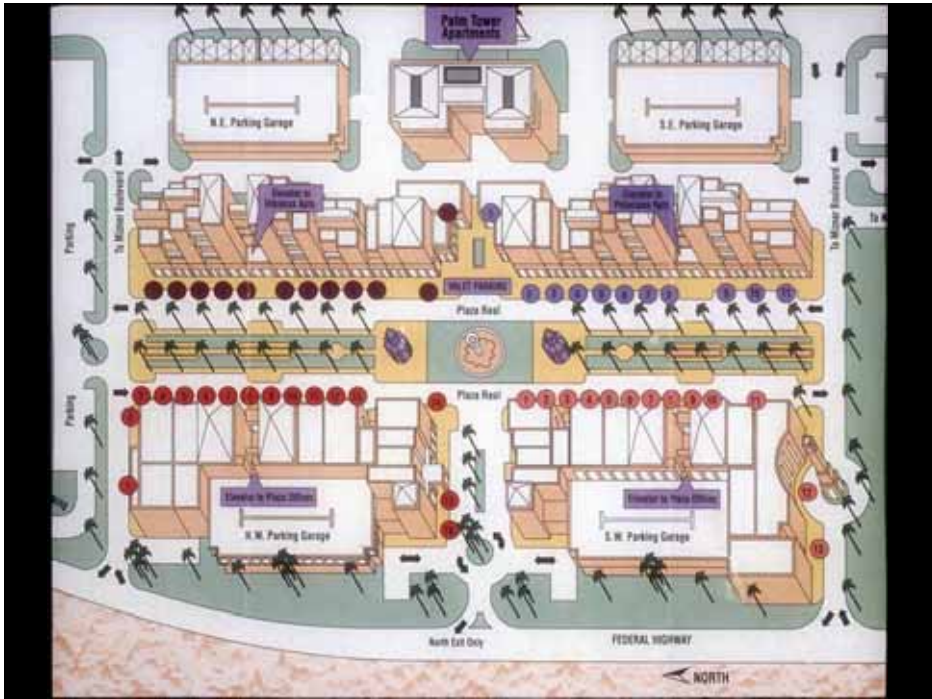
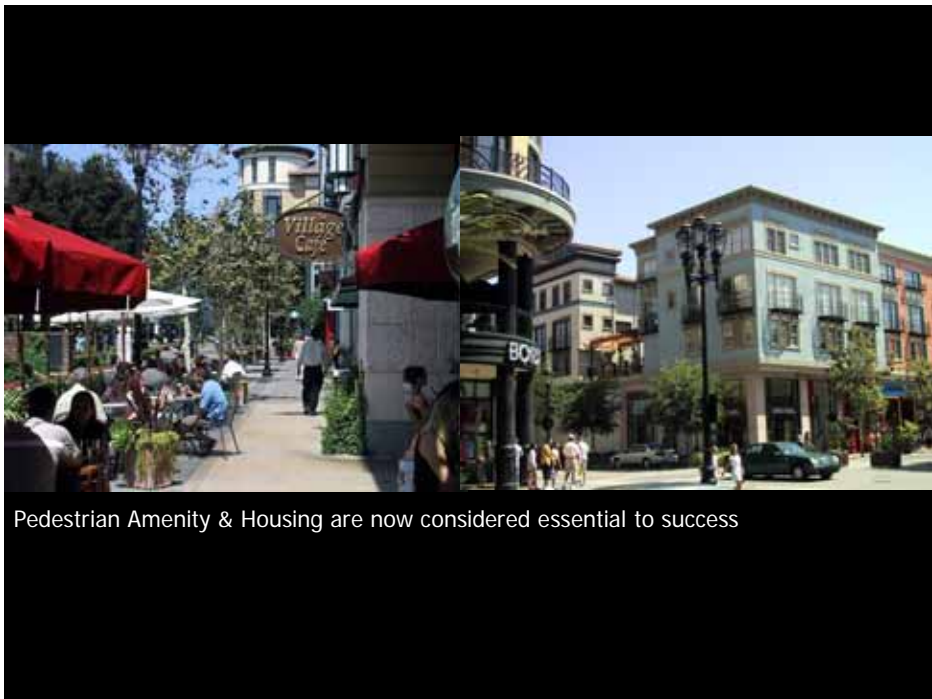
"Lifestyle Centers"



Village of Rochester Hills



Most Recently: City Centers







1963



1964



80s/90s: Enlarged Retail Formats

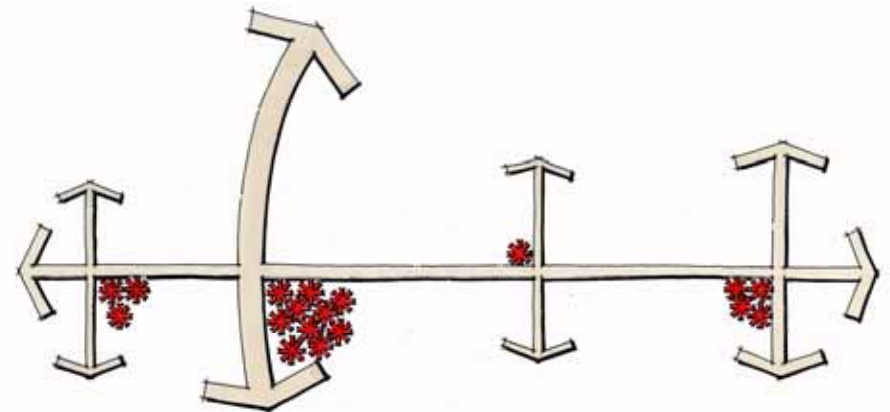
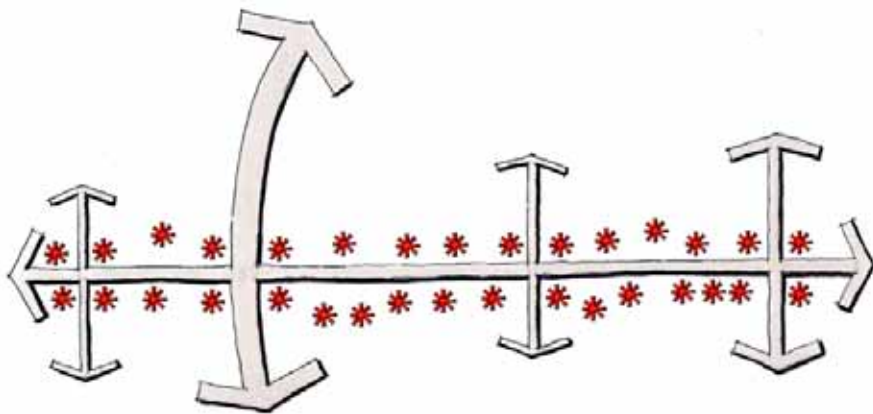
Compete with Older Malls



1980



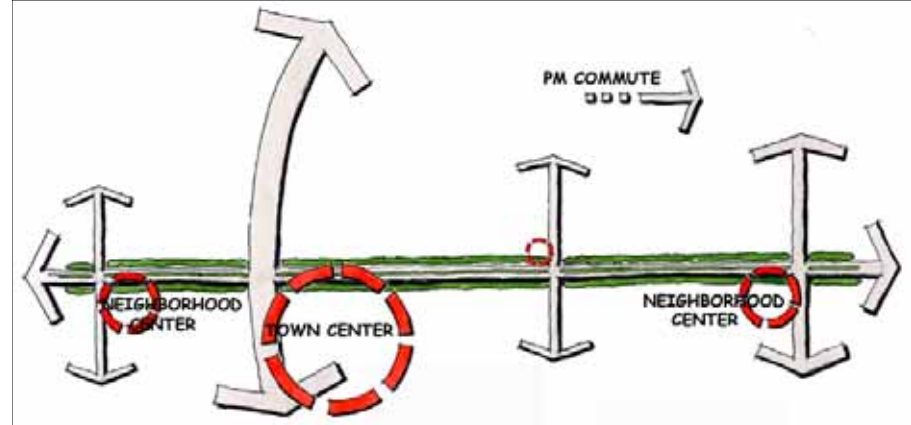
Now



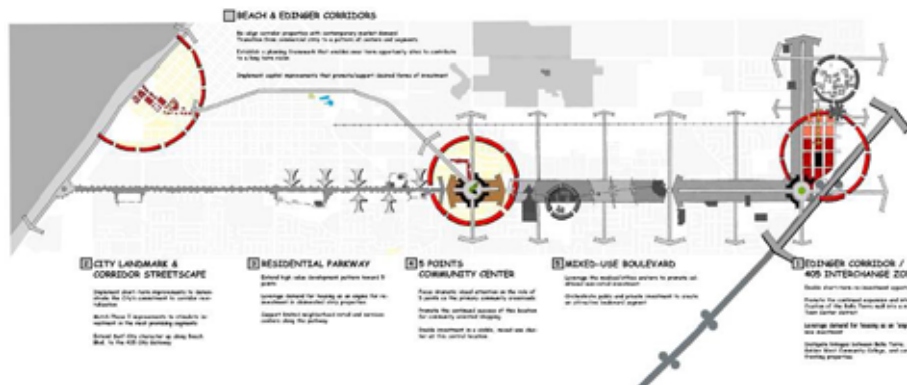
Current Preference for Anchored Urban Formats (“Lifestyle Centers”- “City Centers”)

The image block contains three photographs illustrating different anchored urban formats:

- Top Left:** A wide-angle, elevated view of a large, modern lifestyle center. The complex features multiple levels of retail and dining spaces surrounding a central, circular pond. The architecture is contemporary with large glass windows and flat roofs. In the background, a city skyline is visible under a clear sky.
- Top Right:** A street-level view of a city center. The scene shows a paved pedestrian walkway lined with trees and outdoor seating areas with red umbrellas. A sign for "Village City" is visible on a building. People are walking and sitting, creating a lively urban atmosphere.
- Bottom:** A view of a lifestyle center featuring a large, circular, multi-tiered fountain in the foreground. The fountain has water spraying upwards. The surrounding area includes retail buildings with colorful awnings (green and red) and palm trees, suggesting a warm climate. People are walking along the paved paths.



Pattern of City Centers



Revitalization Framework





Bella Terra: hybrid mall + lifestyle center



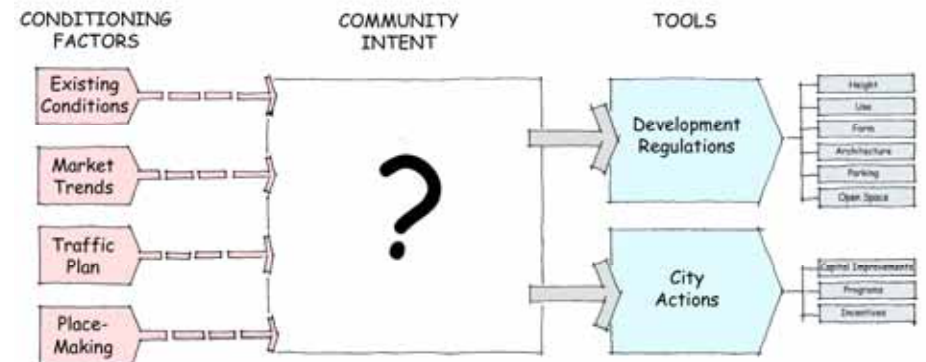
Missing: Housing, Pedestrian Connectivity

Lingering Disinvestment = Opportunity to bolster the performance of Bella Terra/Edinger. . .



. . . and enhance the identity of this part of the City

How Do We Decide What Would be Best for the Edinger Corridor?



Traffic

PLAN FRAMEWORK: KEY COMMUNITY MEETINGS

- [Focus Groups](#)
- [Community Workshop 1: Existing Conditions and Community Aspirations](#)
- [Community Workshop 2: "Broad-Brush" Revitalization & Planning Concepts](#)
- [Community Workshop 3: Traffic](#)
- [Community Workshop 4: Making the Most of Current Opportunities: The Vision for the Edinger Corridor](#)
- [City Council/Planning Commission Study Session:](#)
Recommended Plan Framework

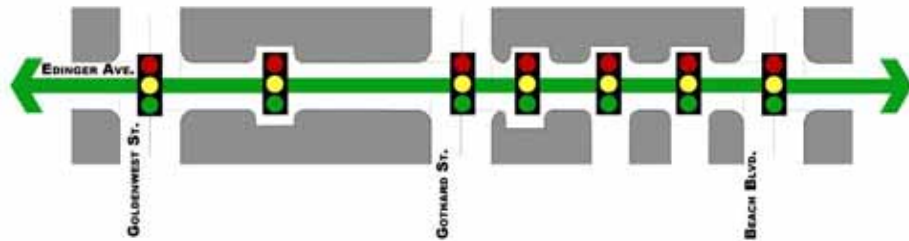
Summary

1. The Corridors are in need of **investment & revitalization**; there is market demand to provide it.
2. **Current mobility problems** are a cause of concern in the community.
3. A package of **near-term improvements** will be necessary to a) improve mobility to acceptable standards, and b) allow new **near-term** investment without violating those standards.

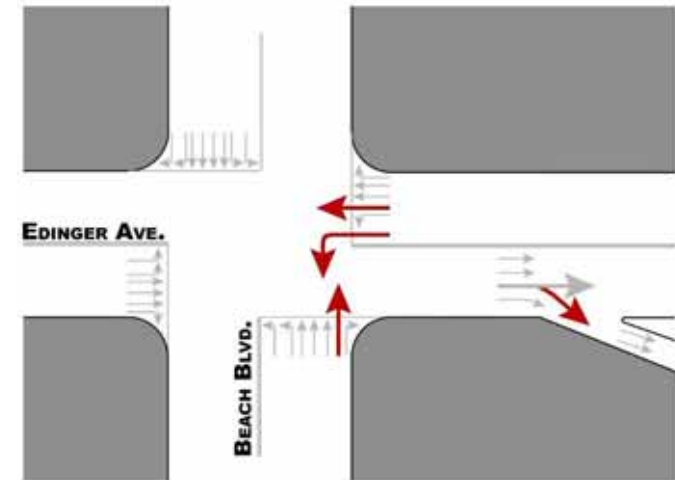
Evening Traffic: Existing Conditions in the Weekday P.M. Peak



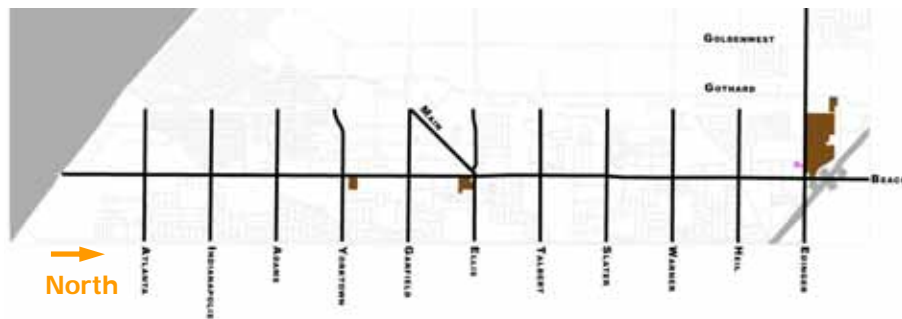
Edinger Corridor - Signal Timing Improvements



#1. Edinger/Beach Intersection Improvements



Potential Short-Term Investment



PM Peak Hour: Short-Term Scenario with Traffic Improvements



Community Standard is met

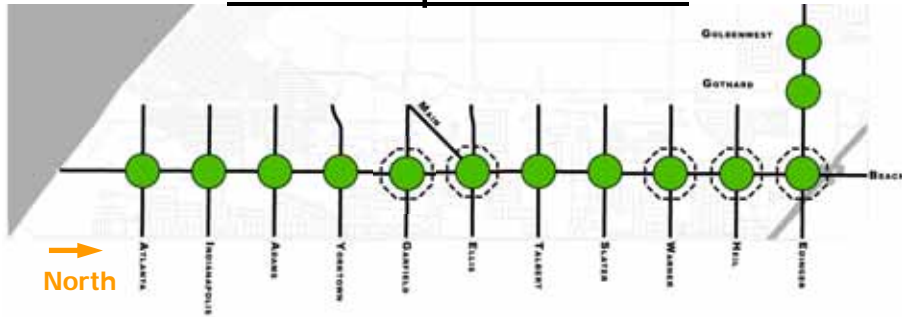
- Capacity Increases
- Volume can increase while maintaining standard

BEACH BLVD.

WARNER AVE.

A diagram of a four-way intersection. The horizontal road is labeled "BEACH BLVD." and the vertical road is labeled "TALBERT AVE." in bold, black, sans-serif font. The intersection is shown from a top-down perspective. Four gray, rounded-corner shapes represent buildings at the corners. Traffic flow is indicated by white arrows: on Beach Blvd, arrows point towards the intersection from both directions; on Talbert Ave, arrows point away from the intersection in both directions. A red arrow points from the left side of Beach Blvd, indicating a right-turn lane into the intersection.

PM Peak Hour: Mid-Term Development Scenario with Mid- Term Improvements



What We Have Learned

1. The Community has the Potential to **Choose** to Accommodate Reinvestment while enhancing mobility.
2. The amount of new investment that can be accommodated within the community's standard for traffic mobility is **limited** to that tested in the Mid-Term Scenario.

Why Bother with New Development?

Using new Investment &
Re-investment **to Enhance Future
Mobility**

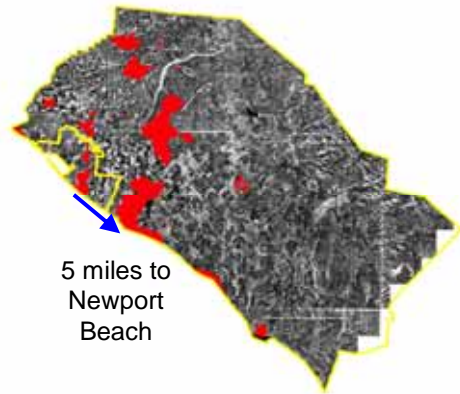
Orange County
1947



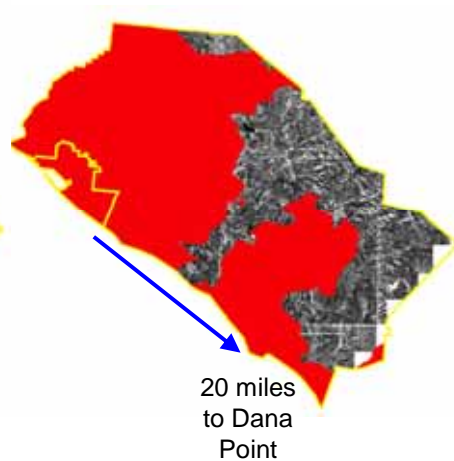
Orange County
Now



In 1950 People
Traveled Around
10 miles per day



Today People
Travel Over
40 miles per day



The cause: a **sprawling development pattern** served by a conventional transportation network of highways and arterials.



Design of environment discourages
walking, bicycling, transit stop
waiting.



Uniform low-density development
does not warrant the development
of transit facilities



This existing pattern of development is **no longer sustainable** in terms of energy, water and other resource consumption.

Growth over the next 30 years is projected to roughly equal the past 30 years.

Population change 1970-2000	
LA	2,492,270
San Diego	1,460,030
Orange	1,423,310
Riverside	1,098,950
San Bernadino	1,034,650

Population change 2000-2030	
Riverside	1,524,530
LA	1,469,470
San Diego	1,345,740
San Bernadino	1,152,200
Orange	1,134,370

Source:
Woods &
Poole -
Nationwide
County Rank

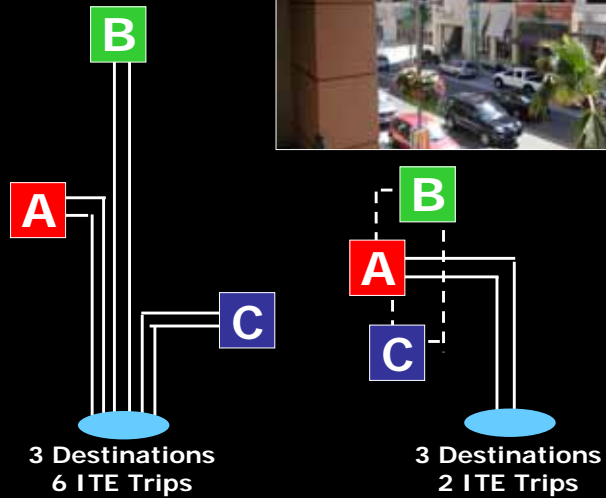
How Can We Plan for **Continued Investment & Revitalization** that does not degrade the Quality of Life in our City?

Principles for Growing Smarter

Single Use Everywhere vs. Some Mixed-Use Centers

BENEFITS OF MIXED-USE:

- * REDUCED TRIPS &
- * FEWER MILES TRAVELED

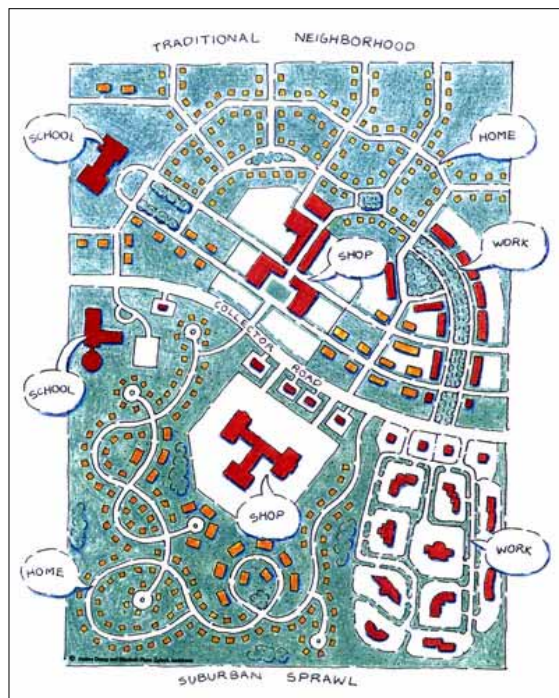


Disappearing Trips

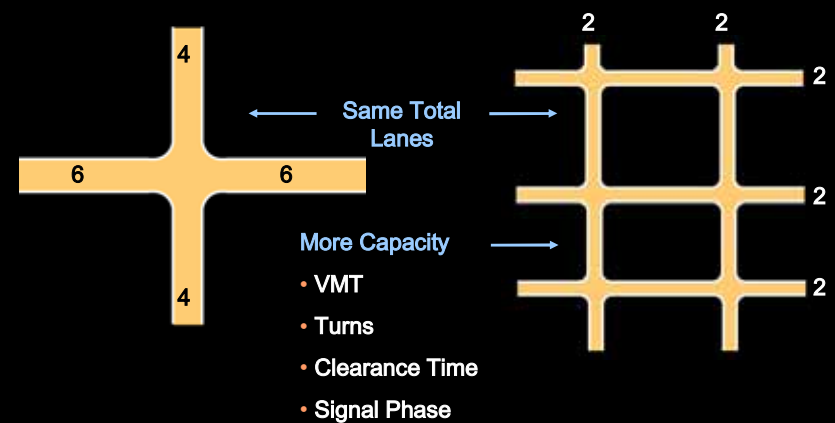


Principles for Growing Smarter

Superblock vs. Fine-Grained Street Network




BENEFITS OF A CONNECTED NETWORK: SMALLER STREETS & MORE CAPACITY



Principles for Growing Smarter

Uniform Low Density vs. City Centers with Greater Density



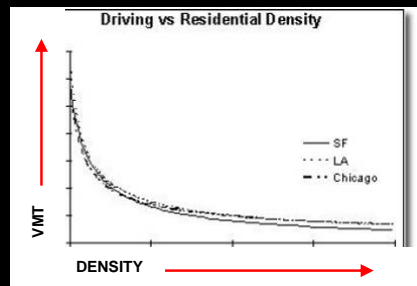
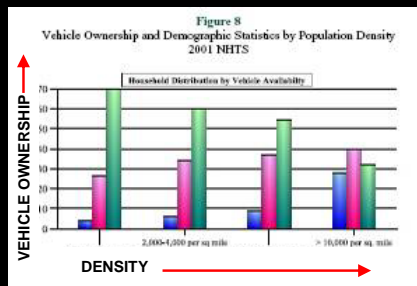
But how about that old villain, "lifestyle"? Some people argue that Americans simply love their cars and won't do without them. As the story goes, people like the privacy and the sense of independence that comes with locking the door, turning the key and playing the radio.

But in the final analysis, isn't this really a matter of economics? Among those who have a choice, most people now prefer private automobiles to the alternatives. But if public transit was faster and more convenient and if the daily cost of driving was clearly more expensive than the alternatives, how many people would stick to their cars as a matter of lifestyle choice?

Public transit cannot be faster and cheaper without ridership support. And people will only support public transit if it is conveniently located. Boris Pushkarev and Jeffrey Zupan discuss this problem in their 1977 book, *Public Transportation and Land Use Policy*. As communities become more compact, the demand for public transit increases. Where there are more people, cars become both less convenient and more costly. According to Pushkarev and Zupan, to support transit, the general rule is there must be at least seven units of housing per acre and the downtown area must contain at least 10 million square feet of office space. For very frequent bus service, a community needs at least 8 units per acre. A study published in 1990 for the North Carolina Department of Transportation, found that to support a fixed guideway system, a community should have 43 units of housing per acre within one-eighth mile of a station and 10 units per acre in the next one-eighth mile.

*Handwritten note: e.g. big city **

BENEFITS OF HIGHER DENSITY: SUPPORTS TRANSIT



Principles for Growing Smarter

Patterns that Discourage Walking, Bicycling vs. City Patterns that Encourage Walking, Bicycling, Transit-riding

BENEFITS OF BIKING/PEDESTRIAN INFRASTRUCTURE:

LESS VEHICLE MILES TRAVELED

HEALTHIER PEOPLE

MORE ATTRACTIVE ENVIRONMENT



How Can We Plan for **Continued Investment & Revitalization** that does not degrade the Quality of Life in our City?

Specific Plan – Near Term Strategy

- Implement **Near Term Network Improvements**; Enforce **community Standard of Mobility**.
- Use the SPPLN to **limit new development** to amount that these new improvements can accommodate (within community std.)

Specific Plan: Medium to Long Term Strategy

Use the SPPLN to ensure that new development replaces existing development patterns with:

- City Centers with **mixed-use** and appropriate levels of **density**;
- Connected **streets** and walkable scaled **blocks**;
- Infrastructure to accommodate **walking, bicycling, and transit use**.

Concerns

- People who move here want to live the medium-low density California Lifestyle and drive cars.
- I have heard there is not a big difference between Single Family Homes and Centers. How much reduction in traffic is there really?
- I'm Concerned about the extent of the benefit you get from this type of development.
- Shouldn't we direct investment so it doesn't go in the wrong place?
- Under current transportation system, more intensity is planning for more cars
- If we get the density/housing, will we get transit?

Strong Support For Transit

- We need to look 30 years out to plan for transit.
- I want to see us do more planning for transit
- Beach, Ellis, and Main is a perfect place for a transportation center
- We do need to move forward with more emphasis on transit

Community Workshop 3 – Traffic Comments

So Far So Good

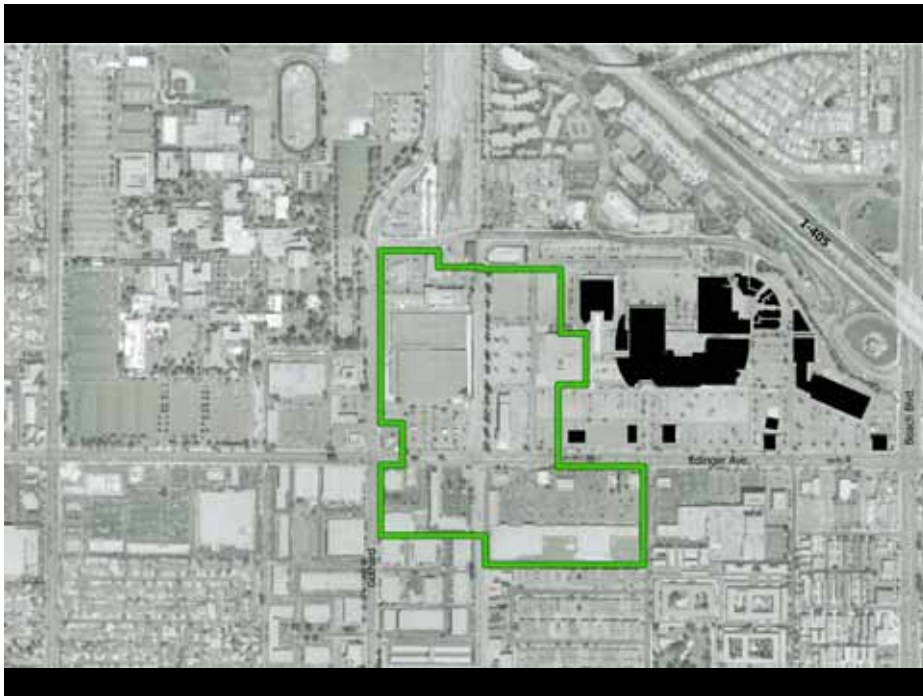
- Thanks for listening about traffic
- We are getting more people; The only solution is high density & mixed-use
- I'm in support of the network improvements and mixed-use
- I agree with the idea of phasing development

Overall, Participants Wanted To
Look More Closely At The Vision

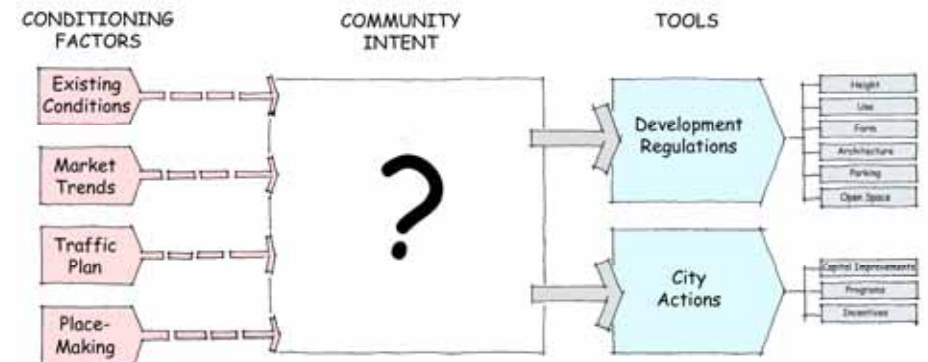
"This strikes me as an exhilarating
process. I haven't heard 'I disagree
totally' but I do hear some caution.
Let's definitely go to the next stage"

Envisioned Infill

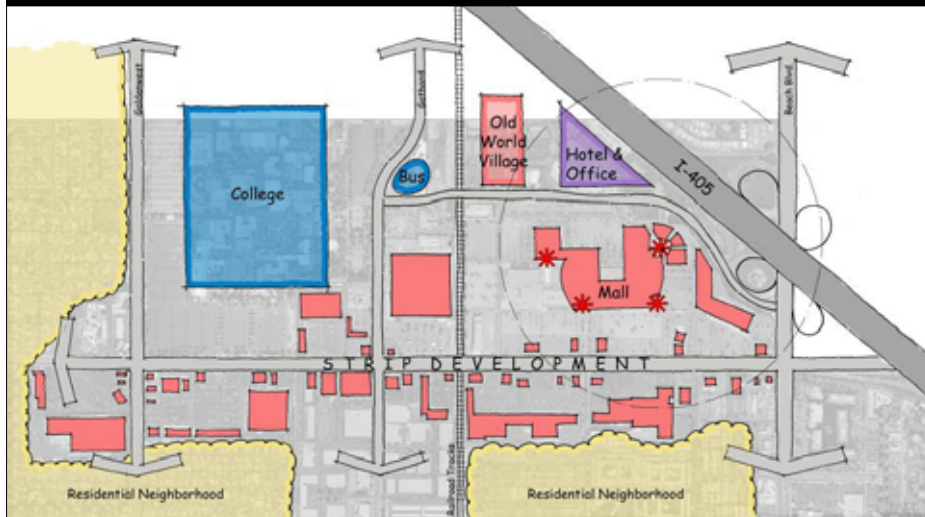
Essential Characteristics for New
Investment along Edinger



How Do We Decide What Would
be Best for the Edinger Corridor?

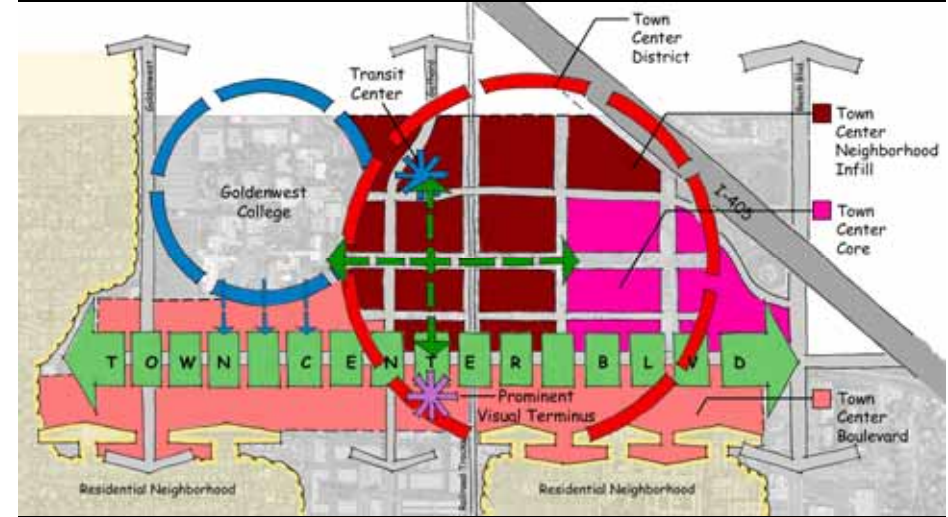


The Existing Pattern of Development in the Edinger Corridor & Environs



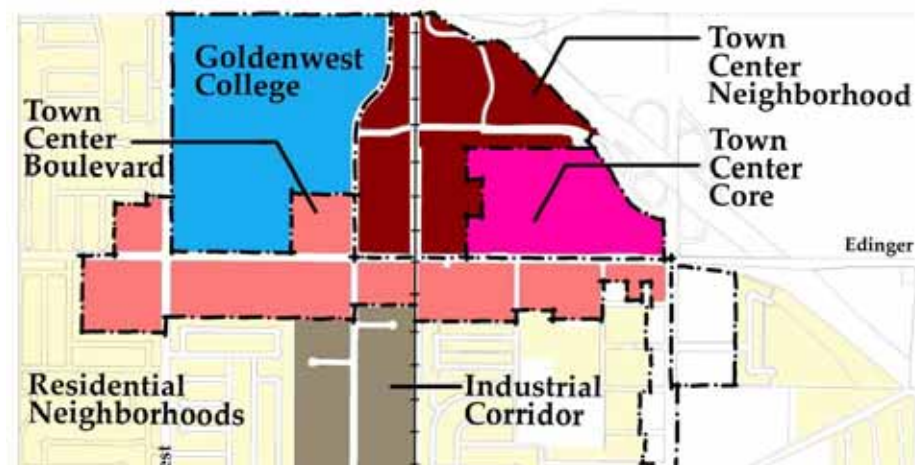
Isolated, low intensity, single use development in an auto-dominated environment

Revitalization Framework



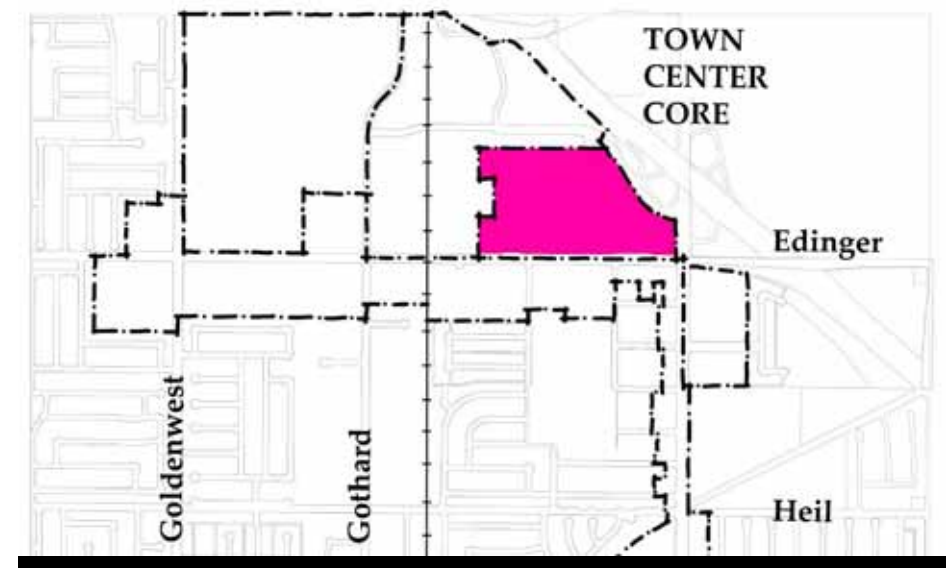
Connected, mixed use development in a pedestrian friendly environment, oriented to a city center

Development Framework: Enhanced Corridor Structure



Realigned with market trends, principles of sustainability.

Town Center Core

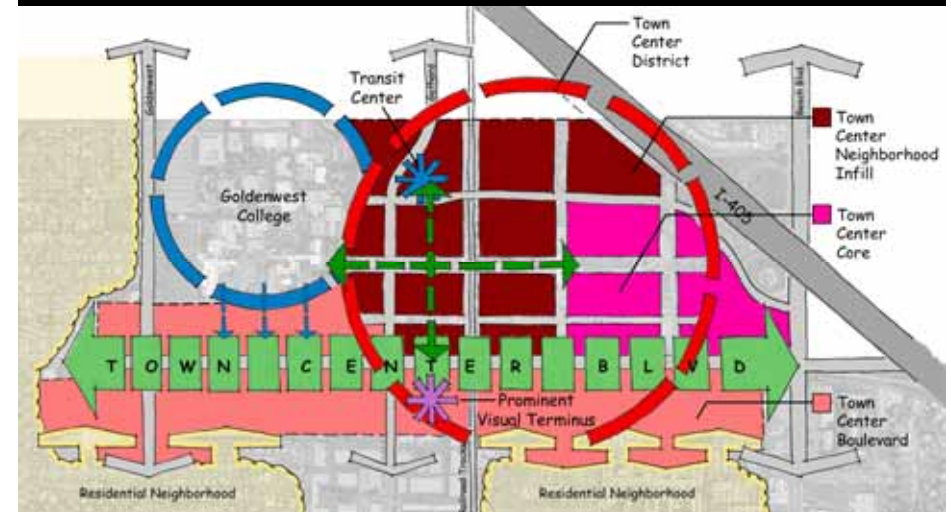


Bella Terra: Encourage Future Intensification in Keeping with Market Trends to Bolster Demand



Envisioned: Connected, higher intensity, mixed use development in a pedestrian friendly environment

Revitalization Framework: Town Center District

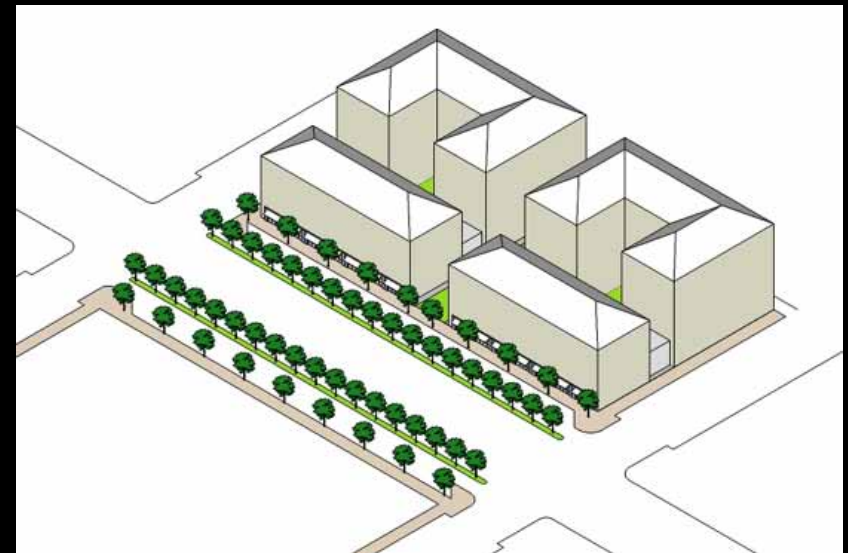


Connected, higher intensity, mixed use development in a pedestrian friendly environment

Envisioned Character: Town Center Core



Development Types: Town Center Core



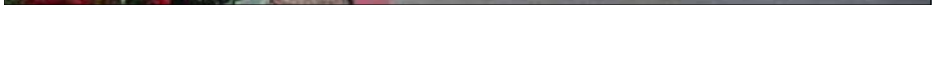
Town Center Neighborhood

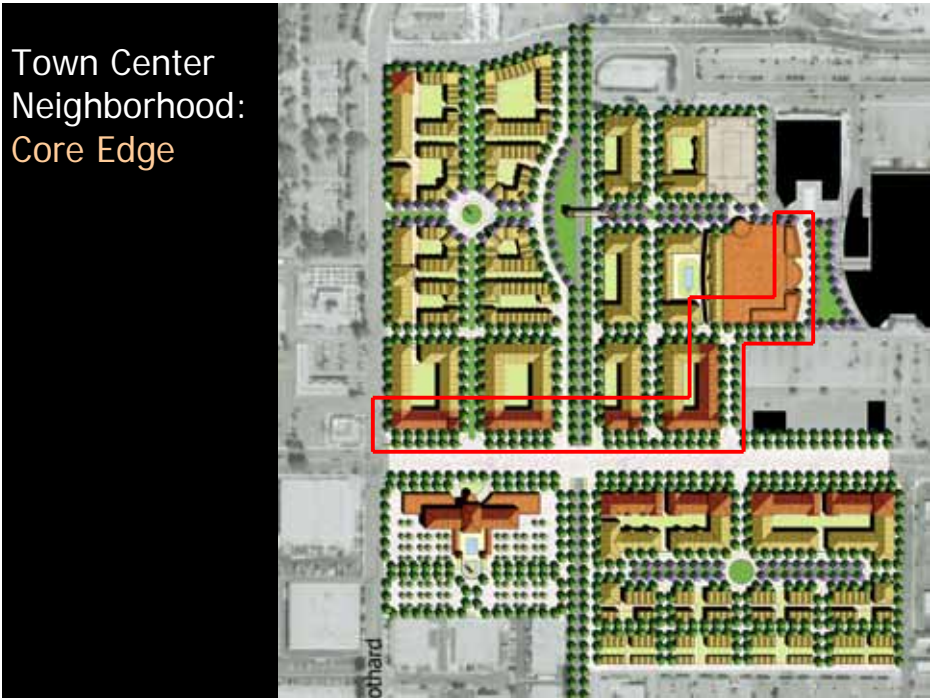


Revitalization Framework: Town Center District



... Includes best short term opportunity to augment Bella Terra





Envisioned Development Types: Core Edge



Mixed-Use w/ ground floor shops

Envisioned Character: Core Edge



Cohesive building types and frontage treatment

Town Core Edge

Ground Floor Retail Required

Residential, Office, Lodging Above

Minimum 2 Stories
Maximum 4 Stories



Town Core Edge

Ground Floor Retail Required

Residential, Office, Lodging Above

Minimum 2 Stories
Maximum 4 Stories

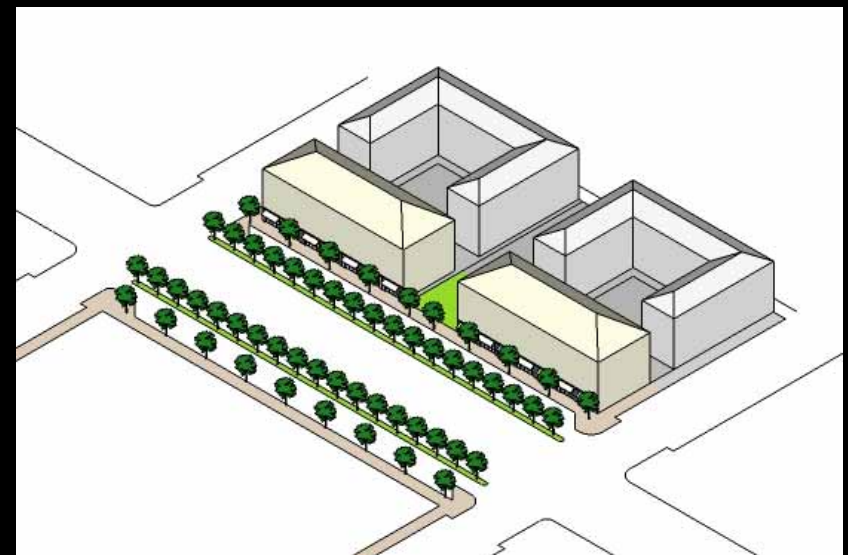




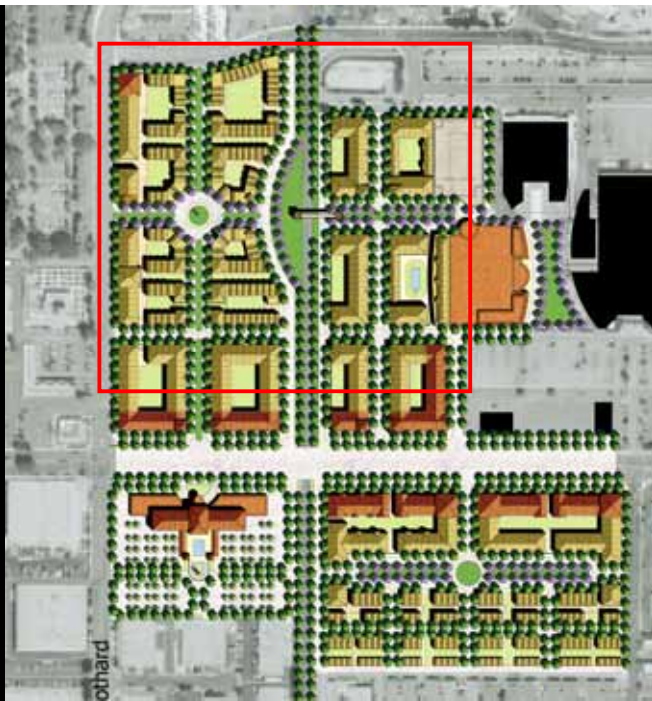
Envisioned Character: Town Center District



Development Types: Town Center Core Edge



Town Center
Neighborhood
Interior



Envisioned Character:
Town Center Neighborhood Interior



Envisioned Character: Town Center Neighborhood



Mixed-Use / Housing, Office, and Lodging

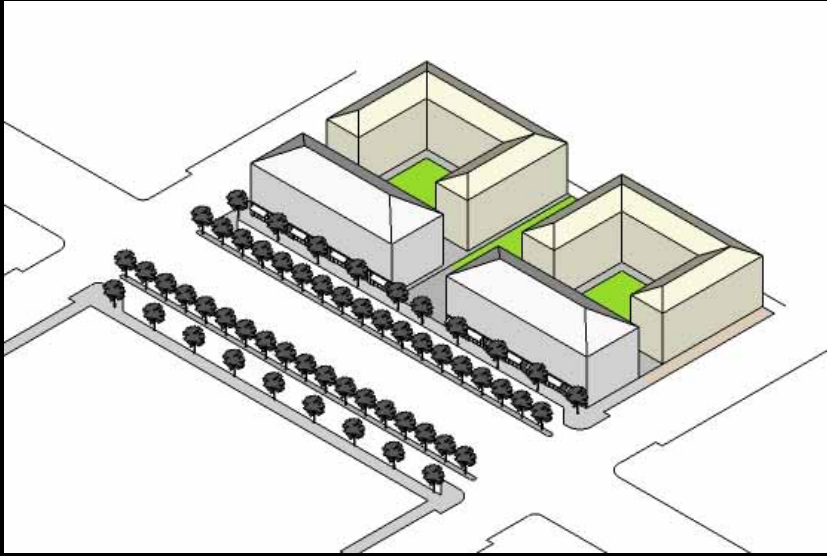
Not Permitted



No usable public space; mostly impermeable surfaces



Envisioned Form: Town Center Neighborhood



Envisioned Form: Town Center Neighborhood



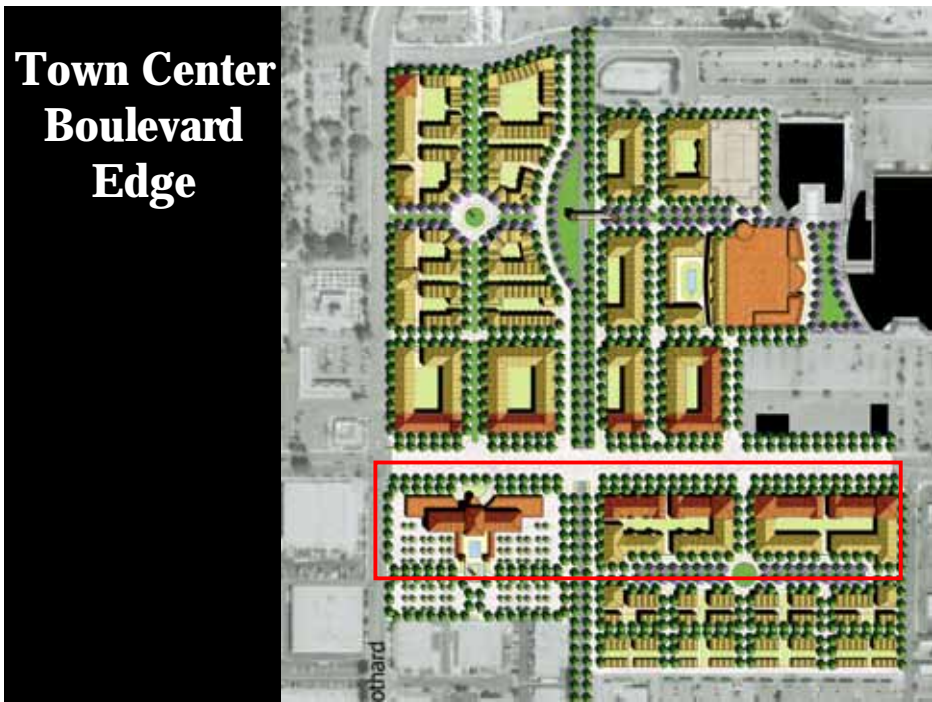
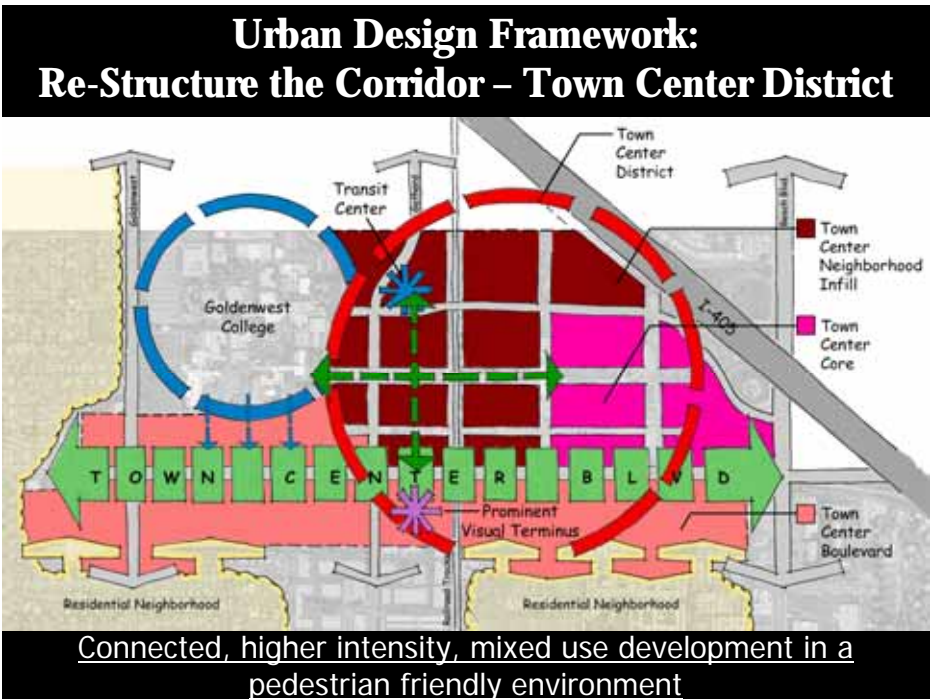
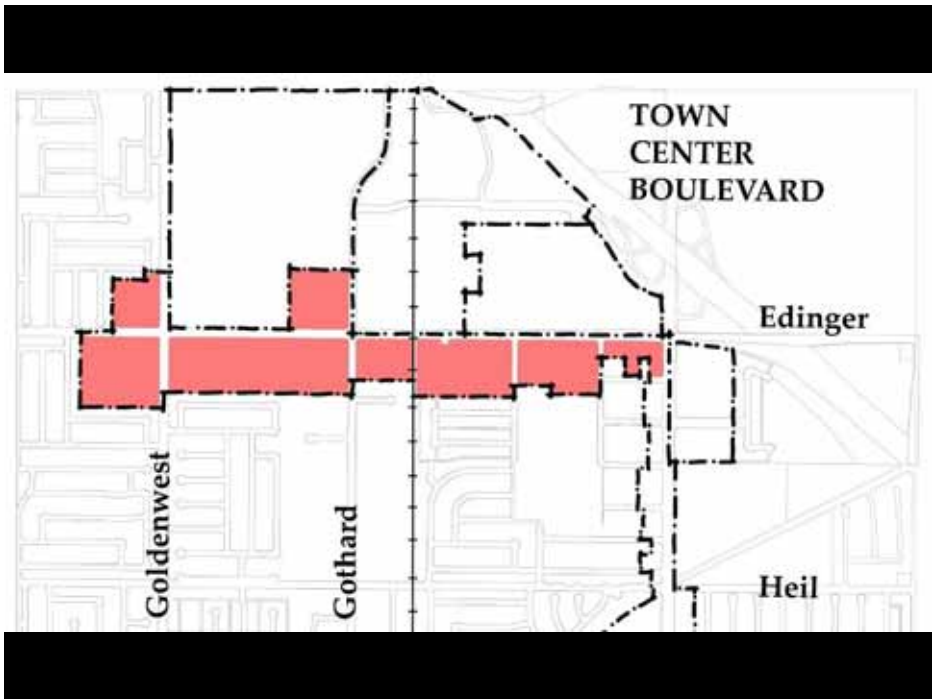
Housing, Office Lodging,
Corner Store Retail

Minimum 2 Stories
Maximum 6 Stories

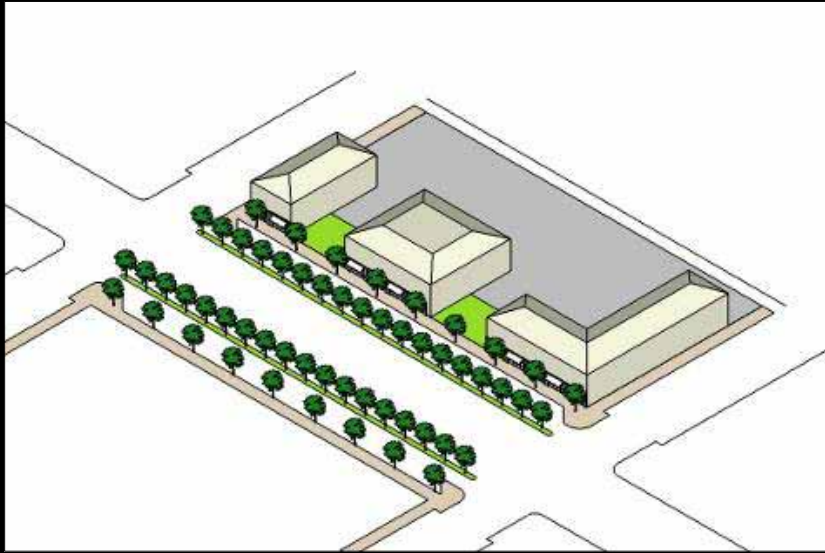


Envisioned Character: Town Center District

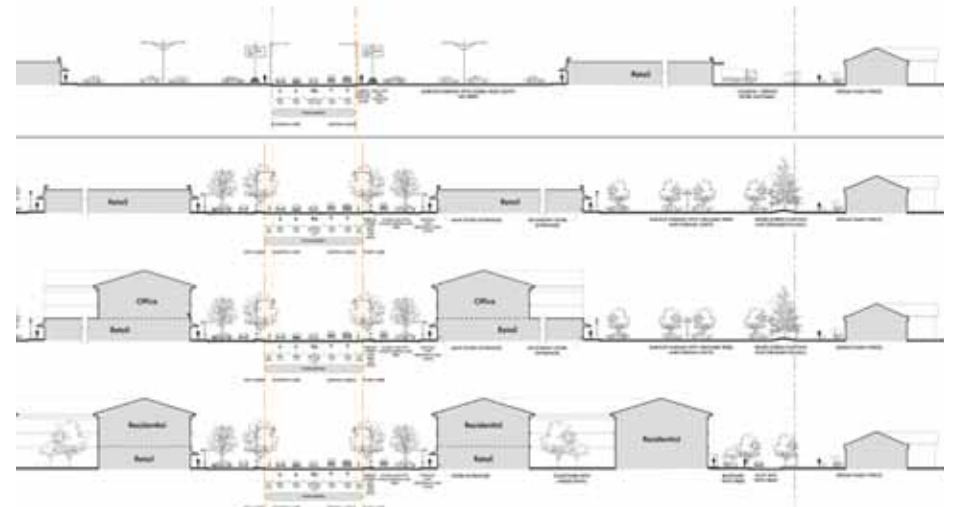
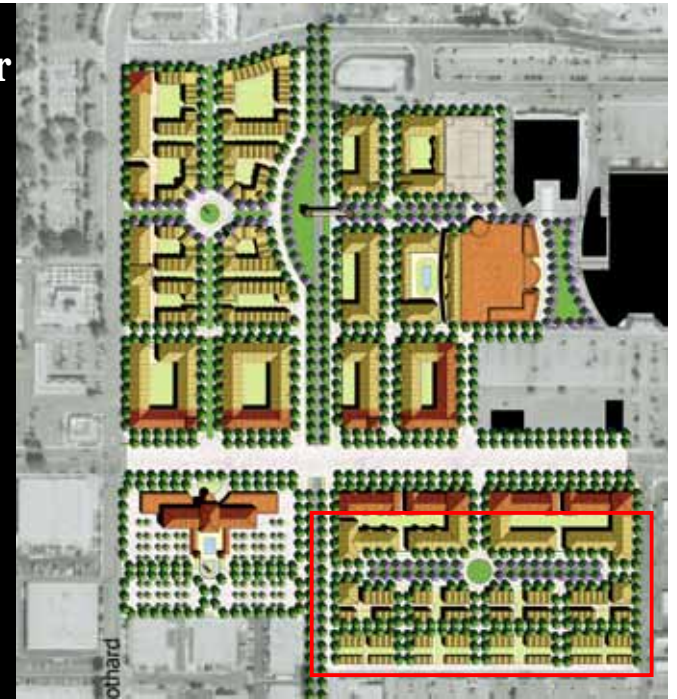




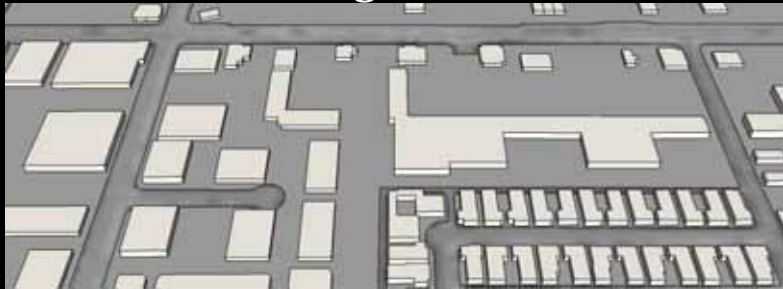
Envisioned Form: Town Center Boulevard



Town Center Boulevard Interior



Existing Transition



Proposed Transition



**Proposed Transition to
Residential Neighborhoods**



Envisioned Character: Residential Transition



Housing

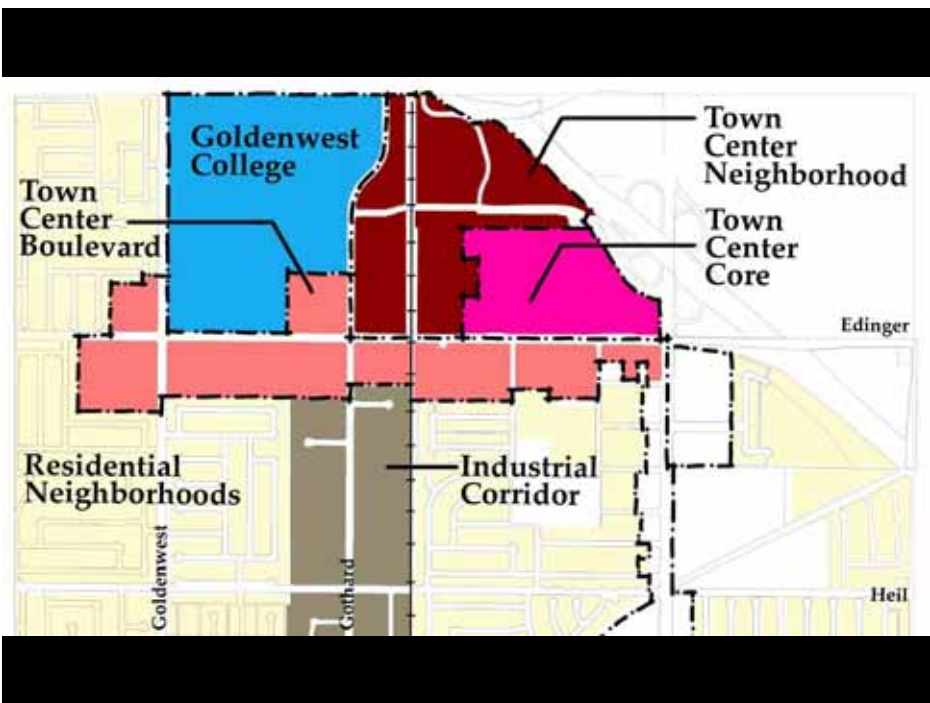
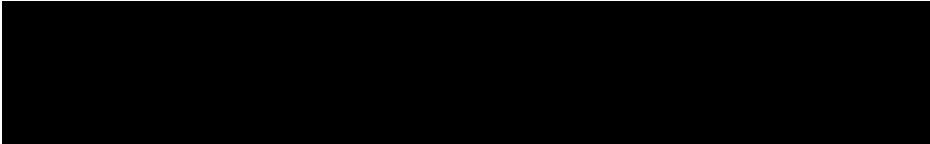
Envisioned Form: Residential Transition Areas



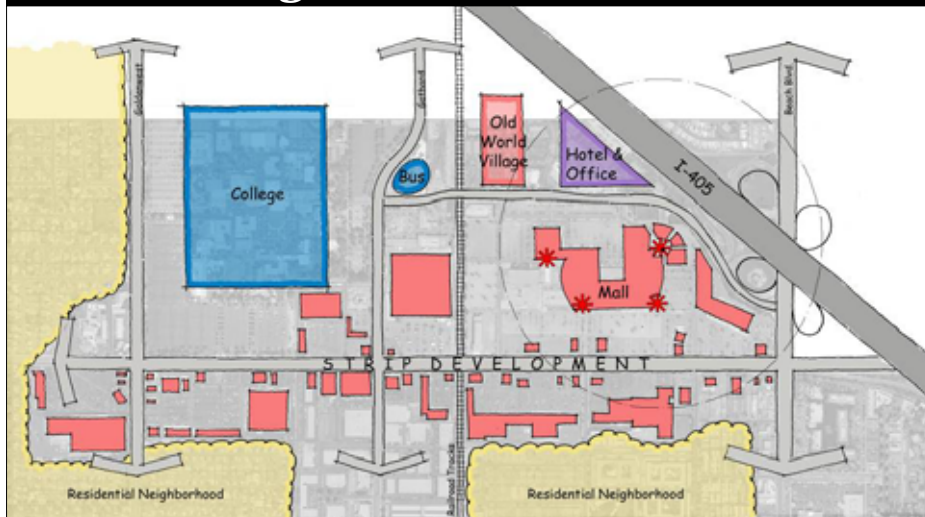
Envisioned Character: Town Center District



This aerial rendering depicts a vibrant urban development. The foreground features a large, modern building with a prominent glass facade and a flat roof. Adjacent to it is a green space with trees and a paved area. The middle ground is filled with a dense cluster of multi-story buildings, some with glass facades and others with more traditional architectural styles. The background shows a continuation of the urban landscape with more buildings and a distant view of hills under a clear sky.



The Existing Pattern of Development in the Edinger Corridor & Environs



Isolated, low intensity, single use development in an auto-dominated environment

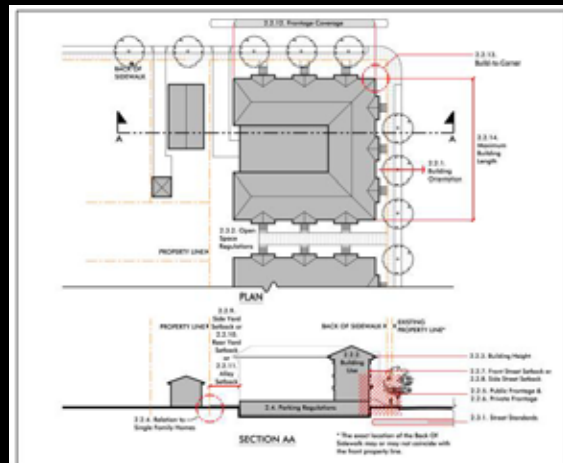


Development under Existing Zoning (CG)

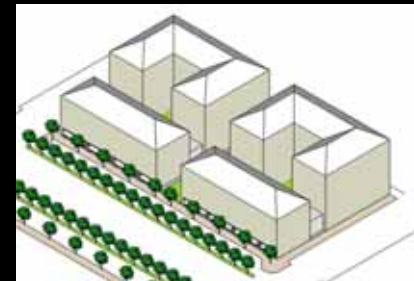


Regulatory Elements

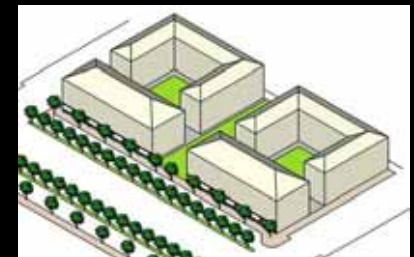
1. Building Orientation
2. Building Use
3. Building Height
4. Relation to Existing Homes
5. Public Frontage
6. Private Frontage
7. Setbacks
8. Frontage Coverage
9. Space Between Buildings
10. Building Length
11. Build-to-Corner



Areas with Distinct Urban Form



Town Center Core



Town Center Neighborhood



Town Center Boulevard



Residential Transition

Areas with Distinct Character



Town Center Core



Town Center Neighborhood



Town Center Boulevard



Residential Transition

Community Workshop 2 - Comments

- I'm worried about transportation.
- Will these recommendations increase traffic on Edinger Ave. so that congestion is bad all day long?
- Generally I like the recommendations but I'm worried about the interchange as a choke point.
- We need to maintain traffic flow.

Community Workshop 2 - Comments

- We need seamless land-use and transportation planning.
- Consider innovative traffic solutions.
- The Transit Center and railroad tracks are already in place for us to build on.
- Consider transit to get beach traffic off the roads.
- Reduce the commute out of the City
- Focus on the long term planning process, not just the immediate traffic impacts.
- If you live in the City, you avoid the problem intersections.
- I like the town center idea. I think it will generate less traffic.
- In nodes with higher density housing, more people will walk and they will be less congested.

Community Workshop 2 - Comments

- Golden West College supports this.
- I totally support this, move ASAP.
- The vision is wonderful.

Community Workshop 4 Comments

- Agree -

- Beautiful!
- I agree you need 50 DU to be feasible
- Absolutely makes sense
- I like what you are talking about
- [Would be] a "good piece of Huntington Beach"
- I think vision is viable
- If we are lucky it will work well for adults - What about children?
- This is a dynamic community
- Growth will Happen; you need to anticipate and channel change
- This is a lifestyle choice people will make because they want to
- Proven across the city
- There are 80 DU in the city now and people don't know it; Beach south of Adams east of Beach high density example.
- As a business owner this might be the right place for workforce housing.

Community Workshop 4 Comments

- Agree -

- Right-mostly
- All for mixed-use concept – condition is not to lose retail
- If you build it we will shop there
- Concepts make sense
- Hotel would seem to be appropriate for that area
- Idea of mixed use on Montgomery ward and market is excellent
- I like what you have done; so far it has been thorough
- I challenge your to ensure the workshop vision matches the (intricate) regulation; If it doesn't you can not get to the vision
- The 405 is the most visible gateway to the city
- I agree and thing this is a good direction

Community Workshop 4 Comments

- Disagree -

- Instead of train: Quite/Environment; Monorail, Magrail etc.
- You are assuming people are going to walk.
- I don't care what you say I am concerned about the traffic.
- You can't do 50 DU with existing parking regulations
- You scared me – you continue to white wash traffic
- Even mixed use density will be more traffic than low density single use
- Show traffic volumes – I except full traffic analysis

Community Workshop 4 Comments

Don't Agree

- Consider how feasibility is affected by impact fees
- Mixed use retail downtown has been unstable
- Luxury rental and affordable housing contradict
- I have owned this type of unit for 30 years and I hate it.
- You have no idea the problems that occur when you stack that many people
- I agree high density means higher crime
- Concerned about eminent Domain – water
- Wrong direction
- There are 3 projects [ready to go] in that area. I am concerned what happens if they go before the specific plan
- You are recommending that City Center type development should only go in 2 or 3 places; [it should go in more places].